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NSC BRIEFING

15 September 1959

SOVIET PROPAGANDA ON THE KHRUSHCHEV VISIT

- I. The huge volume of preparatory Soviet propaganda is expected to give way to an even greater propaganda effort now that the visit is under way.
- A. In the five weeks since the 3 August announcement of the exchange, Radio Moscow has broadcast over 1,617 full commentaries.
- B. In addition, there have been hundreds of radio newscasts and daily press items devoted to the exchange of visits.
- II. President Eisenhower's role in initiating the exchange has been minimized.
- A. Instead the propaganda hails the "victory" of the USSR's policy of peace and coexistence.
- B. The President has, however, been treated in a cordial manner in the propaganda and a good many of his statements regarding the visits have been reported factually.
- III. The image of Khrushchev as a statesman and peace champion has been further inflated.
- A. Propagandists have paid effusive tributes to his personal leadership of the effort to relax tensions.

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- IV. ~~Approved For Release 2002/08/12 : CIA-RDP79R00890A001100090013-2~~ Soviet propagandists have put unusual stress on the "preventability of war" and the need for a policy of "peaceful coexistence," with wide publicity for Khrushchev's many recent statements on these concepts.
- A. Khrushchev repeated the contention--prominent in Soviet propaganda since the successful Soviet ICBM test and sputnik launchings--that the bloc's growing strength is an increasingly effective deterrent to Western "aggression."
- V. Progress toward ending the "cold war" and promoting mutual understanding is put forth as the main aim of the visits.
- A. There has been very little said about specific issues the two leaders may discuss, but it has been implied that Germany and disarmament will be taken up.
- B. Initial propaganda claimed an agreement to hold a summit conference would come out of the talks and Khrushchev on 5 August said the exchange cannot serve as a substitute for a summit meeting. Later propaganda has ignored the subject of a summit conference.
- VI. Moscow's optimistic tone has been qualified by warnings that "certain circles"--never the US Government itself--oppose a detente.
- A. For the most part Moscow has neglected to specify how these "cold war circles" in the United States are making their positions felt.
- B. In the past week Soviet commentators charged such "circles" with trying to keep tensions alive on the eve of the Khrushchev visit by exploiting the Laotian and Sino-Indian situations.